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Cal Poly’s Mustang Daily Converts to Broadsheet

SAN LUIS OBISPO – Cal Poly’s Mustang Daily, the only daily university newspaper in the nation fully produced by students on campus, has converted from tabloid to broadsheet format.

The newspaper has been published on campus for more than 90 years. It is the go-to newspaper when students want to know what is happening on campus and in the community. The Mustang Daily also provides a direct way for local businesses to reach an audience that annually spends more than \$172 million dollars.

“One of the reasons we changed from tabloid to broadsheet is to allow our student editors to work on a similar platform to what they will find in the newspaper industry,” said Paul Bittick, general manager of the Mustang Daily. “Advertisers are also pleased with the new format and improved color quality.”

Cal Poly’s Goss publication web press was recently expanded from four to eight units through a grant from the Dow Jones Foundation and equipment from Manugraph DGM and other printing press vendors.

The press expansion and conversion to broadsheet has allowed the Mustang Daily to increase its page count and improve color quality.

The production of Mustang Daily is a collaborative effort of Cal Poly’s Journalism and Graphic Communication departments.

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